

# ONELEDGER/OLT ICO ANALYSIS: A Blockchain-based Platform for Business Integration

OneLedger wants to make it easier for SMEs to conduct their businesses on the blockchain without the need for blockchain development experience. Their crowdsale is expected to take place in May, and it is definitely an ICO to watch out for considering the fact that the project claims to have raised almost 67% of their hard cap.

## Key Stats

<b><i>ICO Platform</i></b>	Ethereum
<b><i>Industry</i></b>	Blockchain Services
<b><i>Price</i></b>	~\$0.52
<b><i>Bonus</i></b>	_____
<b><i>Soft Cap</i></b>	\$4 million
<b><i>Hard Cap</i></b>	\$15 million
<b><i>Total Number of Tokens (Available for sale)</i></b>	100 million OLT (35 million OLT)
<b><i>Website URL</i></b>	<a href="https://oneledger.io">Oneledger.io</a>
<b><i>Whitepaper URL</i></b>	<a href="#">OneLedger Whitepaper</a>
<b><i>Social media accounts URL</i></b>	<a href="#">Telegram</a> <a href="#">Twitter</a> <a href="#">Medium</a> <a href="#">Reddit</a> <a href="#">LinkedIn</a>

## **The Problem**

The blockchain is quite technical, as a result, only developers and those with the technical know-how benefit directly from the opportunities it provides. Because blockchain tech is so restrictive, the industry is missing out on millions of prospective users—people who want to take advantage of the technology but do not have/cannot acquire the necessary skills.

A platform that makes the blockchain usable for people without developmental experience would definitely come in handy—it may even increase adoption of the network.

## **Proposed Solution (The Product)**

OneLedger wants to build a protocol that simplifies the integration of blockchain tech, making it easier for small business owners and enterprises to build public and private blockchain-based networks and incorporate it into their business models. To do this, as mentioned above, no blockchain development expertise is required.

Users can set permissions on their networks, create digital wallets, trade services with users in other networks etc. The OneLedger protocol also supports consensus across different blockchains, and is highly scalable.

## **The Team**

The OneLedger team is led by Founder & CEO, [David Cao](#). Cao has over 3 years of blockchain experience and over 10 years' experience working in various capacities with notable companies like IBM, Walmart, Xerox, Home Depot etc. He is joined on the team by CTA, [Alex Todd](#), Lead Engineer, [Stephen Li](#), and Managing Director, [Edwin Zhang](#).

## **The Market**

At the moment, OneLedger does not have a working prototype or an MVP. Therefore, it is hard to predict exactly how well the product will perform in the market. However, if the project really provides a protocol that gives blockchain access to thousands of

businesses, then there is ample room for growth in the market for the company and its cryptocurrency token (OLT).

## **Roadmap**

OneLedger plans to launch an MVP that has cross-chain consensus sometime between the 1<sup>st</sup> and 2<sup>nd</sup> quarter of 2018. An alpha version of the platform will reportedly be released in Q3/Q4 2018, and the full version is to be released in 2019 (tentative).

Reports also indicate that the OLT token sale will start in May 2018.

## **SWOT Analysis**

### **Strengths**

- Strong team and strong advisors.
- A business friendly use case that looks to boost adoption of blockchain tech.
- OneLedger has allegedly raised \$10 million in private sales.

### **Weaknesses**

- No working product yet.
- For a project that is mostly speculative, \$15 million is a sizable hard cap.

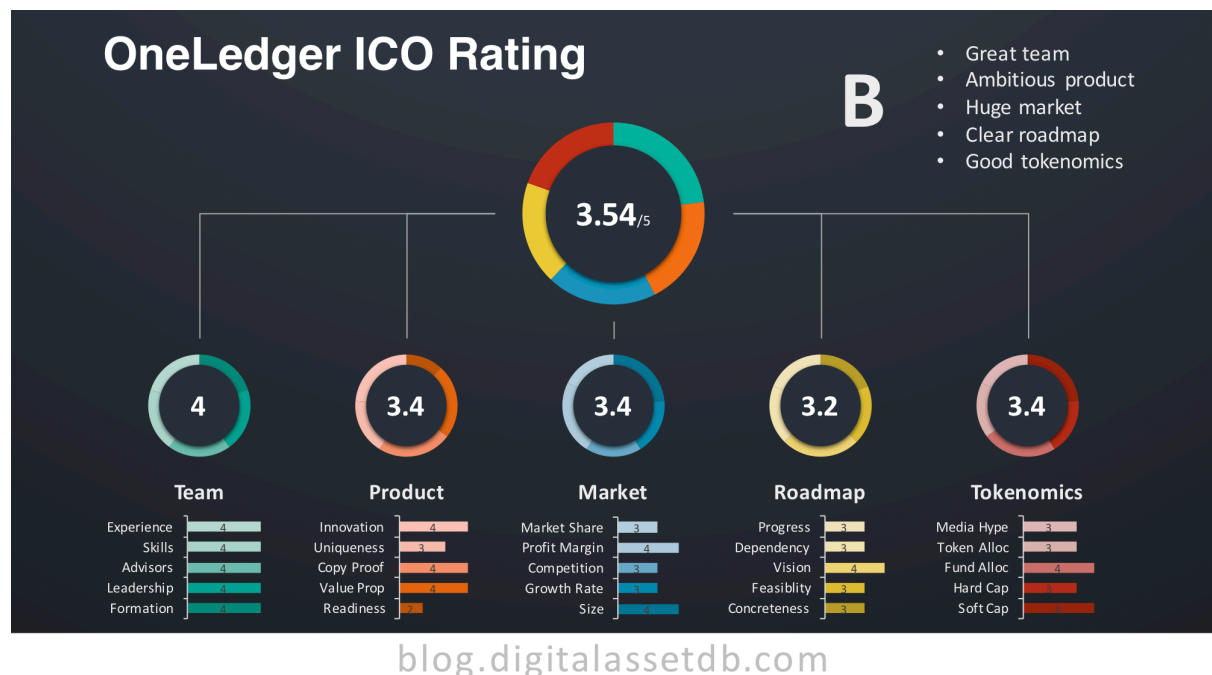
### **Opportunities**

- There are few projects in that market that seeks to make blockchain tech accessible to business people with varying levels of developmental experience.

### **Threats**

- No considerable threat.

**In conclusion,** OneLedger is a very interesting project with a strong team and an ambitious use case, however, there are lots of red flags regarding the viability of their platform. They have a couple of releases scheduled for Q1/Q2 2018, and if these launches take place as planned, they will go a long way in reassuring the investing public. If the testnet or MVP works hitch-free, then OneLedger may have a very promising ICO.



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